

TRIM LINE

SAFE ZONE

MARKETING PROPOSAL

+



Presented by

JUDY BALLARD

LUXURY HOMES MARKETING
SPECIALIST

BINDING SIDE



TRIM LINE
SAFE ZONE

Thank You!

Thank you for taking the time to review this plan. I am sending you these materials in advance of our meeting so that you will know a little more about me, my services, and the benefits they will bring to you.

I run my business like a business, not a part-time hobby. It's a full-time career for me and I dedicate 100% of my time and energy to ensuring that I am thoroughly knowledgeable not only in Real Estate and the current market changes, but also in recognizing new innovations, technology, and digital marketing trends.



Selling your home is one of the largest financial decisions that you will ever make. Please let me assure you that while selling your home, your personal and financial interests are my main objective. My goal is to make the sale of your home as seamless as possible.

I look forward to working with you.

Judy Ballard

BINDING SIDE



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Meet Judy



JUDY BALLARD

With over 30 years experience in Residential Real Estate and a sales volume in excess of \$500 million, you can be assured everything will be taken care of when working with Judy.

In addition to having an outstanding reputation for marketing distinguished properties, extensive training and a broad knowledge of the local market, Judy is the critical resource for marketing luxury condos on Singer Island, West Palm Beach and Palm Beach. Judy's relationship with both Illustrated Properties Luxury Collection and Forbes Global Properties, expands marketing your listing through powerful local and global resources.



TRIM LINE
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Easy Exit Listing Agreement

Take the risk and fear out of listing your home!

- ✓ No Extra Fees ✓ No Penalty. ✓ No Hassle

Because a number of the homes we sell were previously listed with another agent, we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be cancelled or large cancellation fees you would have to pay. We wouldn't want to put any of our clients through that experience. When you are ready to sell your home make sure the REALTOR® you hire offers an Easy Exit Listing Agreement.



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Illustrated Properties

**YOU ARE NOT ONLY
HIRING AN AGENT....**

**BUT, ALSO THE COMPANY
THAT BACKS THAT
AGENT.**



**ILLUSTRATED
PROPERTIES HAS THE MOST
COMPREHENSIVE NETWORK IN
PALM BEACH
COUNTY.**

**.23 OFFICES
.700+ SALES ASSOCIATES
.MORE \$1 MILLION+ SALES THAN ANY
OTHER REAL ESTATE COMPANY IN PALM
BEACH COUNTY**

Forbes Global Properties



Illustrated Properties is the exclusive area affiliate of Forbes, Global Properties, the most powerful luxury marketing company in the world,

Forbes partners with over 400 premier Brokerages around the globe.


Forbes website is the most viewed Real Estate Website in the world drawing over 100 million visitors MONTHLY.



Exclusively Representing Properties Valued at \$2,000,000+

DIGITAL MARKETING SPECIALIST

"DIGITAL MARKETING STRATEGY"



Results	Reach	Impressions
4,707 Reach	4,707	4,743
11,608 Reach	11,608	16,124
34,102 Reach	34,102	39,566
54,735 Reach	54,735	55,791
103,644 Reach	103,644 People	116,224 Total

EXAMPLE OF EFFECTIVE PAID ONLINE MARKETING FOR A LISTING RESULTING IN OVER 116,000 VIEWS IN JUST A 2 WEEK PERIOD ON SOCIAL MEDIA.

IF AN AGENT TELLS YOU THEY ARE KNOWLEDGABLE ON SOCIAL MEDIA MARKETING.... MAKE SURE THEY SHOW YOU THIS KIND OF RESULTS.

CONTINUAL ADS ON GOOGLE UNTIL PROPERTY IS SOLD - RESULTS IN THOUSANDS OF ONLINE VIEWS



COMPLIMENTARY PRE- LIST HOME INSPECTION



COMPLIMENTARY 2 HOUR STAGING APPOINTMENT



BINDING SIDE

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MY PROMISE TO YOU

**YOU WILL NOT FIND ANOTHER
REALTOR WHO DOES THE
AMOUNT OF MARKETING I DO
ON MY LISTINGS, SPENDS THE
AMOUNT OF MONEY I SPEND OR
GIVES YOU THE INTERNATIONAL
EXPOSURE YOU GET WITH
ILLUSTRATED PROPERTIES AND
CHRISTIE'S INTERNATIONAL.**

Judy Ballard

